



Project Highlights

- Kick-off Visioning Event on September 15 at the Holiday Inn Tanglewood 6:30-8:30 p.m.
- Six month completion timeframe
- Five community meetings including a three-day design charrette
- Stakeholder interviews and engagement
- Commercial and residential market studies

Contact Us

Philip Thompson
Deputy Director of Planning
540-772-2029
pthompson@roanokecountyva.gov

Jill Loope
Economic Development Director
540-772-2124
jloope@roanokecountyva.gov



Reimagine 419

More information at www.roanokecountyva.gov/419

Planning Study Overview

The Route 419 corridor is the heart of commerce in Roanoke County, and a key economic driver for the community. This corridor has long served as a premiere shopping and business destination for a diverse mix of retail, commercial and residential opportunities desired by citizens and visitors. Roanoke County's vision is to revitalize this corridor

through Placemaking, a multi-faceted approach that capitalizes on the community's assets to reimagine this area. The 419 Town Center Planning Study is an investment in Roanoke County's economic future, and will result in a market-based master plan that incorporates community input and collaboration to create an exceptional place for all to enjoy.



Study Goals

- To reimagine the future of Roanoke County's busiest commercial corridor and most dynamic retail destination
- To enhance the tax base through commercial and retail development and unique residential offerings
- To improve accessibility, mobility and safety between US 220 and Starkey Road
- To create a vibrant commercial corridor with a greater density of development, a multi-modal transportation system and pedestrian-friendly accommodations
- To incorporate modern and high-quality development standards with flexibility in site design
- To include current and expected market demand for services, with a focus on enhancing livability and increasing the economic impact of the area
- To examine current land use and zoning, while incorporating innovative land use concepts and mixed-use development standards



Study Area Facts

- 390 total acres
- More than 260 commercial and residential properties
- 42,000 vehicles per day on Route 419 (Highest traffic count in Roanoke County)
- 3 property owners represent more than 50% of the study area

Contact Us

Philip Thompson
Deputy Director of Planning
540-772-2029
pthompson@roanokecountyva.gov

Jill Loope
Economic Development Director
540-772-2124
jloope@roanokecountyva.gov



More information at www.roanokecountyva.gov/419

Consultant



Roanoke County has engaged Stantec Urban Places Group, a national design consulting firm, to develop a market-based master plan for the Route 419 Town Center study area. Stantec believes in creating realistic, implementation-focused plans that result in significant and measurable results. The Stantec team of experts have worked on dozens of planning initiatives across the United States.



419 Town Center Planning Study Area

In the Works

Funding has been awarded for transportation improvements to the congested area of Route 419, Electric Road, near Tanglewood Mall. The estimated cost is \$5.8 million and improvements include:

- One additional outside lane will be added southbound from Odgen Road to Route 220, Franklin Road, and the new outside lane will terminate and become the southbound exit lane
- Pavement widths will be reduced in order to add bicycle lanes to outside (far right) of the travel lanes
- Sidewalks will be added on the Tanglewood Mall side, from Odgen Road through the Route 220 underpass
- Sidewalk will be added on the op-

posite side of the street, from Odgen Road to South Peak Boulevard

- Pedestrian crosswalks and signals will be added

For More Information

Scan the QR code below with a tablet or Smart Phone to be directed to the Route 419 Town Center webpage.

